

A STUDY ON THE PERFORMANCE OF THE RURAL  
DEVELOPMENT SOCIETIES AT ODDAMAVADY  
DIVISIONAL SECRETARIAT



MOHAMED FAROOK SHIFANI

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DEPARTMENT OF MANAGEMENT  
FACULTY OF COMMERCE AND MANAGEMENT  
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## ABSTRACT

Measuring the performance of an organization is vital in determining whether an organization meets its customers' expectations successfully. Rural development means the optimum use of available human and physical resources to increase rural productivity and to promote standard of living and income level of rural of population particularly poor rural people.

For the private organizations it is very important to measure the performance because by that they can able to explore how to distinguish themselves from their competitors and also how they can obtain competitive advantage. Likewise the performance of rural development societies should be assessed to ensure the accountability of the rural development societies towards the general public.

This research work is studied about the 'performance of Rural Development Societies at Oddamavady Divisional Secretariat' which is one of Government rural institution. It renders many services to the public. The RDS is a main rural institution for rural development even though it faced many complaints from the rural people, regarding the activities, specifically the activities of rural development and agriculture, health activities, self-employment and cottage industries, and village women development. Thus, the question was, whether the level of performance of Rural Development Societies at Oddamavady Divisional Secretariat was to the satisfactory level? Hence, there was a gap to studies about the level of performance of Rural Development Societies at Oddamavady Divisional Secretariat.

In order to measure the performance the above activities are accessed 1. The structured questionnaire was used to collect primary data for this study from 200 respondents. Collected data were analyzed and evaluated as low, moderate and high level of performance.

The study found that the discussed four services, three services indicate low level of performance and only one service indicate moderate performance. Therefore it was known from the conclusion, the Rural Development Societies at Oddamavady Divisional Secretariat have the responsibility to upgrade the level of performance at high level. Eventually this report recommends some remedial actions that help to improve the performance of the RDS.

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